

RECEIVED  
CENTRAL FAX CENTER  
OCT 29 2004

Seed<sup>IP</sup>

---

**Facsimile Transmission**

---

**October 29, 2004****To:** Examiner Jean D. Janvier – Art Unit 3622**Fax No:** (703) 872-9306 (After Final)**Phone No:****Re:** U.S. Patent Application No. 09/575,845**Your Ref:****Seed IP Ref:** 680047.402**No. of Pages:** 21 (including this page)

If you do not receive all pages, please call Angie Long at (206) 622-4900 or fax our office.

address 701 Fifth Avenue  
Suite 6300  
Seattle, WA 98104  
telephone 206.622.4900  
facsimile 206.682.6031  
website SeedIP.com

☒ **Urgent**☐ **For Review**☒ **Please Confirm  
Receipt**☐ **Please Reply  
ASAP****Comments:**

PLEASE DELIVER IMMEDIATELY TO:

**EXAMINER: Jean D. Janvier  
ART UNIT: 3622**

**Transmittal Form  
Amendment (19 pages)**

---

**Transmission Information:****Date:****Time:****By:**

---

**CONFIDENTIALITY NOTICE:**

The information contained in this facsimile message is legally privileged and/or confidential information intended only for the use of the addressee named above. If you are not the intended recipient, you are hereby notified that any use, dissemination, distribution, or copying of this facsimile or its content is strictly prohibited. If you have received this facsimile in error, please immediately notify us by telephone and return the original facsimile message to us by mail or destroy it without making a copy. Thank you.

<b>TRANSMITTAL FORM</b> (To be used for all correspondence after initial filing)	Application Number	09/575,845
	Filing Date	May 19, 2000
	First Named Inventor	Connie D. Myers
	Art Unit	3622
	Examiner Name	Jean D. Janvier
	Attorney Docket No.	680047.402

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Response <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement; Form PTO-1449 <input type="checkbox"/> Cited References <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts under 37 C.F.R. 1.52 or 1.53 <input type="checkbox"/> Response to Missing Parts/Incomplete Application	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Request for Corrected Filing Receipt <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation, Change of Correspondence Address <input type="checkbox"/> Declaration <input type="checkbox"/> Statement under 37 CFR 3.73(b) <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund	<input type="checkbox"/> CD(s), Number of CD(s) _____ <input type="checkbox"/> After Allowance Communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC ( <i>Appeal Notice, Brief, Reply Brief</i> ) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Return Receipt Postcard <input type="checkbox"/> Additional Enclosure(s) (please identify below): _____ _____ _____
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Individual Name	Ellen M. Bierman	Customer Number 00500
Signature	<i>Ellen M. Bierman</i>	
Date	October 29, 2004	

CERTIFICATE OF TRANSMISSION/MAILING		
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.		
Typed or printed name	Angela S. Long	
Signature	<i>Angela S. Long</i>	Date: October 29, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.1. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.  
 C:\NRP\B\N\Angela\ANGELAS27907\_1.DOC

RECEIVED  
CENTRAL FAX CENTER 003  
OCT 29 2004

**RESPONSE UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE - EXAMINING GROUP 3620**

I hereby certify that this paper is being facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below.

October 29, 2004  
Date

Angela S. Long  
Angela S. Long

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Connie D. Myers  
Application No. : 09/575,845  
Filed : May 19, 2000  
For : METHOD AND SYSTEM FOR TRACKING CONSUMER  
AWARENESS OF BRAND-NAMES (As Amended)

Examiner : Jean D. Janvier  
Art Unit : 3622  
Docket No. : 680047.402  
Date : October 29, 2004

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE AMENDMENT UNDER 37 CFR 1.116**

**AND REQUEST FOR RECONSIDERATION**

Commissioner for Patents:

In response to the Office Action dated August 2, 2004, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.